New Order

Agency: Office:

Crossroads Media LLC

Alexandria

Client:

12 - CrossroadsGPS

Product:

11 - Crossroads GPS

Piggyback Product:

Estimate:

Demo 2:

Demo 3:

Primary Demo:

597 - GPS VA FLIGHT B TV 30's 6.6-6.12.12

Station:

Order Type:

Cancel Date:

Billing Cycle:

Local/National:

Rep Office:

AE:

Phone: OrderID:

Status:

Billing Calendar:

Received in ePort:

WJLA-TV

Normal

Monthly

Broadcast

5/17/2012 5:43:56 PM

Airtime Dollars:

Flight Start:

Flight End:

Hiatus:

\$23,150.00

06/06/2012

06/12/2012

Interactive Dollars: Non-Airtime Dollars:

\$0.00 \$0.00

Total Dollars:

\$23,150.00

Total Spots:

12

CPP:

GRP:

\$701.52

A35+

33.00

Comments:

Separation: 30

2135096

New

Local

WJLA-TV

Barbara Monares

MarketShare:

Daily Airtime Lines

Line	Daypart DPT					-			_		Totals (for Enti	re Flight			
No	(Program)	Code	Rate	C/T	Len	6/6	6/7	6/8	6/9	6/10	6/11	6/12	-	Spots	Rtg	CPP
1	WThFMTu 12:30P- 1P MILLIONAIRE	DT	\$750.00	С	30	0	1	0	0	0	0	0		1	1.60	\$468.75
LPMay/2011LP (pav)																
2	WThFMTu 6P- 6:30P ABC7 NWS AT 6	EN	\$1,600.0 0	С	30	0	1	0	0	0	1	0		2	2.90	\$551.72
LPMa	y/2011LP (pav)				i								ł			
3	WThFMTu 7P- 7:30P WHEEL-FORTNE	PA	\$3,000.0 0	С	30	1	0	1	0	0	0	1		3	4.10	\$731.71
LPMa	y/2011LP (pav)															
4	WThFMTu 11P- 11:35P ABC7 NWS AT 11	LN	\$2,500.0 0	С	30	0	1	0	0	0	1	0		2	2.70	\$925.93
LPMa	y/2011LP (pav)												İ			
5	WThFMTu 11:35P- 12:05A ABC-NITELINE	LF	\$1,200.0 0	С	30	1	0	1	0	0	0	1		3	1.80	\$666.67
LPMa	LPMay/2011LP (pav)															
6	Su 11P-12A ABC7 NWS AT 11	RT	\$1,600.0 0	С	30	0	0	0	0	1	0	0		1	2.50	\$640.00

New Order (Page 3)

Agency:

Crossroads Media LLC

Station:

WJLA-TV

Order ID:

2135096

12 - CrossroadsGPS Client: **Product:** 11 - Crossroads GPS Estimate:

597 - GPS VA FLIGHT B TV 30's

6.6-6.12.12

Eliabt Start: 08/08/2012 Eliabt End: 06/12/2012 Bosolvod in allerta E/47/2040 E.40.EC DM

riight Start:		00/00/2012				riig	nt Ena	l .		U0/12	22012		Received in ePort:	5/1 <i>//</i> 2012 5:43:56 PM			
Line	Daypart	DPT													Totals for Entire Fli		re Flight
No	(Program)	Code	Rate	C/T	Len	6/6	6/7	6/8	6/9	6/10	6/11	6/12			Spots	Rtg	CPP
LPMay/2	2011LP (pav)														1	_	
				Total	Spots:	2	3	2	0	1	2	2			12		
			Total G	RP/GIM	IP(000):	5.9	7.2	5.9	0.0	2.5	5.6	5.9	·			33.0	
	Cash\$ - S	nots: \$23.15	0.00 - 12	Trad	le\$ - Sn	ots: \$f	0 - 00.0	Tot	tal Cos	t: \$23	150.00	Total CPP/CMP	\$701.52				